## What Is Claimed Is:

- 1. Flake-like  $\alpha$ -alumina particles having an average major diameter of 0.5 to 25  $\mu$ m and an aspect ratio, expressed by particle major diameter/average thickness, of greater than 50 to 2000 and having a thin flat form.
- 2. The flake-like  $\alpha$ -alumina particles according to claim 1, wherein a phosphoric compound is present in an amount of 0.2 to 5.0% by weight, in terms of oxide  $P_2O_5$ , relative to the weight of the alumina particles.
- 3. The flake-like  $\alpha$ -alumina particles according to claim 1, wherein an isoelectric point of the alumina particles at which zeta-potential is 0 is at a pH of 4 to 8.
- 4. A method for producing the flake-like  $\alpha$ -alumina particles according to claim 1, comprising a hydrothermal synthesis process of an aqueous slurry in which the aqueous slurry comprises an alumina hydrate and/or an alumina gel, having a particle size regulated to not more than 2  $\mu$ m in average particle size and not more than 5.0  $\mu$ m in maximum particle size, as a starting raw material, and phosphoric acid ions are added in an amount of 1.0  $\times$  10<sup>-3</sup> to 1.0  $\times$  10<sup>-1</sup> mol per mol of the alumina hydrate and/or alumina gel as the starting raw material.
- 5. The method according to claim 4, in which besides the alumina hydrate and/or alumina gel as the starting raw material and the phosphoric acid ions,  $\alpha$ -alumina particles having an particle major diameter of less than 1  $\mu m$  and a specific surface area of at least 5  $m^2/g$  are further added in an amount of 1.0  $\times$  10 $^{-6}$  to 5.0  $\times$  10 $^{-3}$  mol per mol of the alumina hydrate and/or alumina gel as the starting raw material for the hydrothermal synthesis process, so that the resultant flake-like  $\alpha$ -alumina particles are controlled in particle major diameter.
  - 6. A cosmetic containing flake-like  $\alpha$ -alumina

particles according to claim 1.

- 7. The cosmetic according to claim 6, in which the flake-like  $\alpha$ -alumina particles have an average thickness of 0.01 to 0.1  $\mu$ m and an average particle diameter, in terms of half of the sum of particle diameter in major axis and particle diameter in minor axis, of 0.5 to 15  $\mu$ m.
- 8. The cosmetic according to Claim 6, wherein the flake-like  $\alpha$ -alumina particles are compounded in an amount of 1 to 90% by weight based on the weight of the cosmetic.
- 9. A cosmetic containing flake-like  $\alpha$ -alumina particles having an average thickness of 0.01 to 0.1  $\mu$ m and an average particle diameter, in terms of half the sum of particle diameter in major axis and particle diameter in minor axis, of 0.5 to 15  $\mu$ m.
- 10. The cosmetic according to Claim 9, wherein the flake-like  $\alpha$ -alumina particles are compounded in an amount of 1 to 90% by weight based on the weight of the cosmetic.